



**THEME:** “The Power of Clarity (Patrice’s story)”

**TIME:** 3 minutes

**DATE:** February 2015

**LOCATION:** Red Rock Canyon Open Space, near my home in Manitou Springs, Colorado

**THE KEY VIEWPOINT:** When I became crystal-clear about my brand — and committed to stepping up as the Thought Leader on Branding for Solopreneurs — I experienced the power of clarity. My challenge to you: Are YOU ready to shine as an expert and step up as a Thought Leader in your niche? Are YOU ready to experience the power of clarity?

**TRANSCRIPT:**

Year after year, for 5 years, the recession bore down on us – harder and harder. So in response, my husband and I both worked harder and harder.

During those years, I teamed with hundreds of solopreneurs one-on-one and in my workshops. These business owners are professional speakers, corporate consultants, business coaches and life coaches – all experts in their own right.

But, as I said, we were working hard. Eventually, I was working 12-hour days, 6 days a week, and more.

BURNOUT. Worse, I was sliding downhill from burnout into depression. And I remember this one day: It was the first day of spring. I stood in front of our wall calendar, THINKING.

Now, I’m going to sidebar for just a moment and tell you that this feeling of despair is pretty unusual for me. When I was young, I broke my hip and, over the years, arthritis set in. I can tell you, I know debilitating pain.

I had hip-replacement surgery over a decade ago, and it was a renaissance! Since then, I’ve climbed 14ers – 14,000-foot mountains in Colorado. And I’ve backpacked in Utah – 5-day, 25-mile backpacking trips, carrying a 40-pound pack. So I’d gotten it into my head that, “I can do anything.”

But here I was – on that first day of spring – staring at the calendar – utterly burned out on my own business – a business that I loved. And thinking, “Something HAS to change.”

I blurted out: “BASTA!” “ENOUGH!”

**I knew I HAD to do something different. And I turned my body 180-degrees onto my next, new path.**

And that’s when I had this “unique” idea: Instead of working harder, maybe it’s time to work SMARTER. But that’s a cliché right? What does it REALLY mean?

Well, for me, it meant that I needed to apply the same strategy for MY business that I did for my clients: I needed to shine as an expert and step up as a Thought Leader.

So I went through my “Nail Your Brand” system again – the branding process I had originally created for my business many years ago.

I got clear and firm on this commitment:  
I would step up as the Thought Leader on Branding for Solopreneurs.

**I discovered the POWER OF CLARITY.**

When you get crystal-clear about your brand, it’s more than a foundation, it’s the LAUNCHPAD to promote and grow your own business!

The next step for me, as with my clients, was working with my team to create a strategic, hardworking marketing toolkit:

- New website
- Speaker one-sheet
- Stationery package, including business card, notecard, and letterhead
- Social media profiles
- And even the Elevator Pitch

It’s critical that your on-target message – *your brand* – is clear and consistent throughout your marketing toolkit.

Fueled by the power of clarity, my business took off, with year-over-year growth.

**So, are YOU ready to experience the power of clarity? Are you ready to shine as an expert and step up as a Thought Leader in your niche? Let’s get started today.**



## **Patrice Rhoades-Baum** **Marketing Consultant & Branding Expert**

**Patrice “cracked the code” for branding for small business and solopreneurs (professional speakers, corporate consultants, business coaches).**

Patrice believes you *must* clarify your brand; it’s the foundation – the launchpad! – to promote and grow your business. Using her laser-focused “Nail Your Brand” approach, Patrice will team with you to:

- Clarify your brand
- Lead her team of service providers to create your marketing toolkit: new website (including website copy-writing), speaker one-sheet, and stationery package

### **Backed by 25 years of high-tech corporate marketing...**

Patrice has managed big-budget advertising campaigns, direct-mail programs, and tradeshow events. She has been the project manager and copywriter for numerous websites, including two Hewlett-Packard websites with budgets exceeding \$250,000. An expert copywriter, Patrice has been published in *Fortune* magazine. Learn more and get a free “Nail Your Elevator Pitch” worksheet at [www.BrandingAndWebsites.com](http://www.BrandingAndWebsites.com).

### **Visit “Branding Views” and join the adventure!**

From high in the Rocky Mountains to deep in Utah’s canyon country, Patrice delivers sage branding and marketing advice in this ongoing series of 1-minute videos. Bookmark [www.BrandingViews.com](http://www.BrandingViews.com) to see stunning views of the West, Southwest, and Midwest. Enjoy breathtaking views, fresh air, and a fresh perspective!



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